

Northbridge

a FAIRFAX company

PUBLIC  
ACCOUNTABILITY  
STATEMENT



20

23

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A MESSAGE  
FROM **OUR CEO**





A stylized, handwritten signature of Silvy Wright in blue ink.

**SILVY WRIGHT**  
CEO & PRESIDENT

NORTHBRIDGE FINANCIAL CORPORATION

At Northbridge, we're proud to build a company that goes above and beyond, creating a positive impact for our customers, employees, and communities.

**Our purpose is to help Canadians have a safer and brighter future.** We don't just sell policies for peace of mind. Our deep understanding of our customers enables us to tailor solutions – insurance products, risk management advice, and training programs – that empower them to prevent losses. Should something go wrong, our best-in-class claims team springs into action, so our customers can get back to business quickly. Our commitment to service excellence at every touchpoint sets us apart and drives our success.

**By doing well, we create opportunities for us to do good in communities across Canada.** In 2023, we committed to contributing 2% of our pre-tax profit and donated \$8.4M to various social, well-being, educational, and environmental initiatives. I am inspired by the stories I hear about our employees, brokers, and customers supporting worthy efforts through volunteering and donations. Northbridge amplifies their impact by matching donations, offering volunteer grants, and making time for volunteer work.

**Our people are the pulse of our company.** We care about our employees, and it shows up in everything we do – whether it is launching well-being initiatives, investing in training and development, or championing a diverse and inclusive workplace. Ultimately, we believe our role is to unlock our employees' full potential, so they're inspired to do their best. In 2023, we were honoured to be named a Top Insurance Employer by Insurance Business Canada Magazine for the fifth consecutive year.

I'm pleased to share our 2023 Public Accountability Statement, highlighting our impact on Canadians.



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## ABOUT **US**

Northbridge Financial Corporation is a leading commercial property and casualty insurance company that has helped protect and keep Canadian businesses safer for more than 100 years.



## WHO WE ARE

We offer a wide range of innovative solutions to Canadian businesses through our Northbridge Insurance, Federated Insurance, and TruShield Insurance brands.

Our insurance brands are underwritten by our insurance company subsidiaries: Northbridge General Insurance Corporation, Zenith Insurance Company, and Federated Insurance Company of Canada. Onlia branded policies are underwritten by our insurance subsidiary, Verassure Insurance Company. Our insurance intermediary, Vertis Insurance Solutions Ltd., offers a variety of coverages including personal home and automobile insurance, travel insurance, and life and health insurance.

We're proud to be 100% Canadian, and we're wholly owned by Fairfax Financial Holdings Limited. We're also committed to developing industry-leading expertise and solutions, supported by our fair and friendly culture – an approach that sets us apart from our competitors.

## OUR KEYS TO SUCCESS



### STRONG PROFITABILITY AND MARKET LEADERSHIP

By taking a disciplined and efficient approach to how we operate, we maximize revenue, reduce costs, and effectively manage our risks and exposures to minimize unforeseen expenses.



### SAFER & LOYAL CUSTOMERS

We're committed to truly understanding our customers' needs, providing them with excellent customer service, and offering innovative solutions tailored to their specific industries.

We develop industry-leading products and services to help Canadian businesses have a safer and brighter future.



### INSPIRED & IMPACTFUL EMPLOYEES

Our people are our greatest asset, and we work hard to cultivate our special culture. We are a people-first company, we succeed as a team, and we care to make a difference – these principles are at the core of the way we do business. This means that we're all about creating forward-thinking programs, focusing on strong communication, well-being, inclusion, coaching, learning, and more. It's the experience we create from the time we meet a candidate, before they're even hired, and throughout their career with us.

## OUR PURPOSE



Helping **Canadian businesses** have a **safer and brighter future.**

## OUR CULTURE

We believe that how we achieve our goals is just as important as the results themselves, and our corporate culture is at the heart of our business operations:



We are a **people-first** company

- We care about our people and invest in both their personal and career development.
- We work hard, but not at the expense of our well-being and our families.
- We believe in having fun – at work!



We succeed **as a team**

- We value our differences: our opinions, beliefs, and experiences.
- We are strong collaborators – it's never about who gets the credit.
- When we do well, we all win.



We care to make a **difference**

- We set the bar higher.
- Our entrepreneurial spirit encourages us to take risks and learn from our mistakes.
- Doing well allows us to do good for our communities.



## OUR BRANDS

Our three distinct insurance brands cater to Canadian businesses of all sizes.



Our Northbridge Insurance team partners with Canada's most trusted commercial broker networks. Working with our broker partners, we focus on understanding the needs of our customers and apply our industry expertise to create solutions that help make a difference to their success. Northbridge Insurance also offers personal lines policies.



Federated Insurance is one of Canada's leading direct commercial insurers, operating through a salesforce of dedicated agents. We work with over 80 industry associations across the country to provide customers with solutions and services to meet their unique needs.



As Canada's first digital direct-to-consumer small business insurance provider, we stand out through our dedication to educating small business owners on the risks of running their business with our industry-leading expertise, commercial lines policies, products, and services.



## OUR EXECUTIVE MANAGEMENT TEAM



**Silvy Wright**  
President & CEO



**Craig Pinnock**  
Chief Financial Officer



**Lori McDougall**  
Chief People and Strategy Officer



**Christopher Harness**  
Chief Information Officer



**Sarah Bhanji**  
Chief Actuary



**George Halkiotis**  
President, Federated Insurance



**Jean-François Béliveau**  
Executive Vice President, Quebec  
Region, Northbridge Insurance



**Evan Di Bella**  
Senior Vice President, Claims



**Ilda Dinis**  
Senior Vice President,  
Customer Innovation & Experience



**Shari Dodsworth**  
Senior Vice President, Ontario,  
Atlantic, and Western Region



**Paul Gardner**  
Senior Vice President,  
Corporate Underwriting  
and Risk Services



**Todd MacGillivray**  
Senior Vice President,  
Specialty Lines

## OUR APPROACH TO CORPORATE GOVERNANCE

We're committed to sound and effective corporate governance.

This commitment begins at the top of our organization with our Board of Directors, who have adopted a set of rigorous corporate governance guidelines and policies that inform and underpin our practices and behaviours at all levels. The Board has also established Corporate Governance and Audit and Risk Committees to oversee the effectiveness of our internal governance practices and controls, our risk management and compliance policies and procedures, and our practices relating to conflicts of interest, customer complaints, and privacy.

As part of our commitment to the highest ethical standards, we've adopted a Code of Business Conduct and Ethics that requires all of our directors, officers, and employees to act responsibly, ethically, professionally, and with integrity at all times. We also ensure that effective mechanisms are in place for our people to raise concerns on violations of the Code.

**T&L Safety Awards:**

Skelton Truck Lines of Sharon, ON, the 2023 National and Ontario Transportation Safety Award Winner (story on pg. 19)



# OUR 3 CUSTOMERS

We develop innovative insurance products, valued services, and meaningful relationships with brokers and customers to support the delivery of our purpose – helping Canadian businesses have a safer and brighter future.



Northbridge's commitment to providing excellent service is clearly reflected in the way they handle their clients' files. It is a privilege to be a Northbridge customer and I look forward to continuing this relationship of trust with them.

**Northbridge Insurance**  
*automotive dealer customer*

## A CLAIMS EXPERIENCE YOU CAN RELY ON

Each insurance claim is unique and deserves our careful and close attention. To us, this means being ready, day or night, with expertise to address each claim quickly and thoroughly.

## CONNECTING WHEN AND WHERE YOU NEED US

Incidents can occur at any time, so we're available around the clock. Not only can our customers reach our team 24/7, but our team will handle their claim with care, concern, and a concerted effort to make sure the claim is resolved to their satisfaction as soon as possible.

### Claims team

Over 300 professionals make up our nation-wide claims team. When a customer suffers a loss, they can count on insightful and focused assistance from someone who understands the finer points of their business.

### Field Adjusters

When a claim calls for an expert on site, our Field Adjusters will be there to handle the claim in person, with exceptional professionalism and expertise.

### Customer Care feedback

In the rare case our customers aren't satisfied – or if they'd like to thank us – they can reach our regional Customer Care Representatives to report a problem or relay a kind word.

## HOW OUR SERVICE EXCELS

### We keep you in the loop

The claims process can be confusing, and we don't want to keep our customers in the dark. From the beginning of the claim until it is resolved, our experts are available to help each customer thoroughly understand their current situation, the next steps to take, and exactly when they can expect to hear from us again.

What does Northbridge claims service look like?



94%

of the time, our customers are contacted by an adjuster within **3 business hours** of reporting the claim.

## OUR NETWORK OF PREFERRED PARTNERS

We're dedicated to getting our customers back to business, and our preferred vendors work with us to make this happen. Sharing our high standards for service, this network helps us deliver a superior level of assistance through these programs:

### Heavy Truck Preferred Shop & Parts

This program allows our commercial vehicle customers to enjoy a simplified claims process, quality repairs that meet or exceed industry standards, and a quick resolution so they can get back on the road.

### Preferred Vehicles and Light Truck Repair

Through our partnership with an established national collision repair company, our customers receive 24/7 towing services and best-in-class collision repairs throughout Canada, backed by a lifetime repair warranty for as long as they own the vehicle.

### Preferred Replacement Vehicle Rental

Working with an established national car rental company, our customers receive unlimited kilometers, emergency roadside assistance, and excellent no-hassle service, with no pick-up or drop-off fees.

### Preferred Property Restoration Contractor Services

Our network of contractors is committed to delivering a high standard of service and workmanship and will keep customers informed at every step of the restoration process. Their goal is to minimize disruption to our customers' lives.

## NEED ASSISTANCE? WE'VE GOT YOU COVERED

For qualifying policies, we have four comprehensive programs to help address the emotional, legal, and technological strain that can come with a loss.



### Trauma Assist

Losses can be devastating – both physically and emotionally – so we provide a holistic support program. Trauma Assist offers our commercial customers and their employees free confidential counseling services to help them through the crisis.



### Legal Assist

Sometimes running a business can bring an assortment of legal challenges, but we're here to help ease the burden. Our Legal Assist program offers customers free legal advice on a wide range of issues, from employment problems to deciphering contract legalese, and it can even be used for certain issues outside of a claim.



### Cyber Assist

With the help of CyberScout, a leading data risk management service provider, we offer our customers consultation services to discuss proactive measures that can help protect their business from cybercrime, and provide them with reactive assistance in the event of a privacy breach.



### Deductible Recovery Assistance

Unfortunately, collecting the money owed to you after a loss isn't always easy. This service can help our customers by establishing contact with the third party and acting on their behalf to help ensure that they are paid promptly and directly.\*

\*Program not available in Quebec.



## MANAGING CATASTROPHES (CAT)

### Helping customers impacted by the 2023 wildfires

In 2023, multiple wildfires affected residents in Nova Scotia, the Northwest Territories, and British Columbia. These disasters caused extensive damage to personal and public infrastructure, significant power outages, and sadly, loss of lives. The Insurance Bureau of Canada estimated that these wildfires caused at least \$945 million in insured damage in Canada in 2023. The wildfire in British Columbia alone was cited as the fourth largest insured loss event in all of Canadian history.

Our customers and their businesses were also heavily impacted. At Northbridge, we have a catastrophe (CAT) protocol in place to respond to events like this, so we can jump in and help our customers get back to business as soon as possible.

We understand how important timely and transparent communication is, so we quickly reached out to our brokers in the impacted regions and prepared a dedicated team of our Claims Adjusters to respond to all related claims shortly after the wildfires began.

In response to these wildfires, Northbridge also donated \$25,000 to the Canadian Red Cross to help communities recover.





## DID YOU KNOW?

### **Express Claims – your shortcut to a settled claim**

*Some claims are complicated, while others are not, like a minor fender bender that leaves drivers unscathed but their cars in need of a paint touch-up. These are the cases that our express mobile claims tool was made for: it can help document damages in real time, communicating with the adjuster to get the claim process started within minutes.*

*By snapping a photo of the damage with your smartphone and sending it directly to our Claims team, they can get started right away; our appraisers can create a report of the damages that helps our expert adjusters settle the claim in as little as one business day.*

## INNOVATION AT WORK

We believe in being creative and our team is continually re-evaluating the technology and processes we employ and solutions we offer.

### **Transforming small business quoting through digital connectivity**

At Northbridge Insurance, we continue to seek new ways to help Canadian businesses and brokers succeed. For small business customers, this translates into providing solutions that are fast, simple, and fair. Partnering with leading Broker Management System (BMS) vendors, we have successfully launched an automated submission and quoting process for our small business customers. This innovation investment delivers full digital submission and quote integrations utilizing API (application programming interface) connectivity, thus enabling brokers to provide even faster and more efficient services.

Northbridge continues to support The Centre for Study of Insurance Operations' (CSIO) creation of industry data standardization for commercial insurance, which enables the digitization of submissions for real-time quoting and automation across the industry. In 2023, we were pleased to be the first insurance company to earn CSIO's API Security Standards Certification. This demonstrates that we are security-focused, and committed to protecting customers' information by complying with CSIO's API Security Standards.

Commercial insurance needed a few years to catch up with digital developments. The newly launched broker connectivity initiative is **transforming the experience for both underwriters and brokers.** By eliminating the excess back and forth, we've made great efficiency gains. And for junior brokers, the system is very intuitive with its pre-established questions in the form. It's a real win-win situation.

*- Yanick Thibault, Broker and Development Manager, La Turquoise -*



## DID YOU KNOW?

***Our consulting services and customized training solutions can help enhance any risk management strategy.***

Customers can contact our specialists through **Risk Management Assist™**. With a phone call or email, they'll get the answers they need and receive guidance on a variety of loss prevention topics.

*This service can help mitigate risks and potential future losses.*

## ENVIRONMENTAL EXPOSURES

Environmental clean-ups are highly regulated and offer very little margin of error. The wrong clean-up procedures or testing methods could lead to significant penalties or fines and leave customers responsible for cleaning up spills left behind by others.

Fortunately, we can respond quickly. An immediate call to our Claims team will tap into a network of trained experts who can help prevent environmental losses from spiraling out of control.

We connected with our Claims Representative, and he was fantastic to work with. He was both extremely knowledgeable and very responsive. He was able to help us reach a solution quickly which allowed us to get back on track. While we hope that we never have to make this type of claim again, we know that Northbridge is there to support us if we do. We know we are in good hands with respect to our insurance needs.

*- Northbridge Insurance commercial cleaning customer -*

## HELPING OUR CUSTOMERS MANAGE THEIR RISK

Good insurance is about working to prevent a loss as much as it's about recovering from one. That's why we put so much time and attention into helping our customers recognize, evaluate, and mitigate risks to their business from the start and throughout our relationship.

### Our team

Our Risk Services team includes almost **70 dedicated risk management and loss prevention professionals**. This group of industry-specific experts work proactively to help our customers understand and manage their risks.

In 2023, our Risk Services experts completed nearly **6,000 risk assessments and service visits for Canadian businesses**. During these assessments, risk consultants assist customers with developing best practices, detecting potential hazards, and identifying where operations may not be compliant with codes and industry standards. Our customers trust us to help them build out comprehensive strategies that help protect their business. Beyond sharing our risk expertise, we continued our hands-on training, which allowed us to personally interact with customers.

## OUR AREAS OF EXPERTISE

Here are just a few of the industries and areas our Risk Services specialists are experts in:

- Agriculture
- Campgrounds
- Commercial property
- Commercial transportation
- Course of construction
- Equipment breakdown
- Equipment dealers
- High value residential
- Fire protection
- Large and complex risks
- Manufacturing
- Oil & gas
- Pulp & paper
- Schools
- Sprinkler systems
- Utilities

## NORTHBRIDGE INSURANCE TRANSPORTATION SAFETY AWARD

In 2021, our Northbridge Insurance Transportation Safety Award was created to recognize carriers with industry-leading safety management practices. Having helped transportation companies navigate risks on and off the road for over 70 years, we understand the commitment required to build a culture of safety.

Every year, finalists and regional winners are selected from our customers based on several factors. These criteria include the carrier's ratings on our transportation best practices assessment, proactive industry involvement, and an excellent track record in crash trends, collisions per million miles, high-cost type collisions, and visibility-related collisions.

In 2023, Skelton Truck Lines from Sharon, Ontario, was selected as our national award recipient and received the award at an event held at their head office.

Safety and caring about our drivers, employees, customers, and equipment is our top priority. But actions speak louder than words, which is why consistently demonstrating it across our operations builds trust and helps to reinforce positive and safe behaviours.

- Ron Skelton, President of Skelton Truck Lines -





## TRAINING FOR SUCCESS

How do you manage risk effectively? Tools like program guides and better technology are important, but you need to know how to put them to use to realize their benefits.

We focus on training at every level across a variety of industries to help our customers, agents, brokers, and underwriters respond quickly, and help them manage risk more effectively with the right resources at their disposal.

### Here's how we did in 2023:

- 449 training sessions delivered to our customers, agents, brokers, and underwriters
- 5,762 participants
- 14,467 hours of training

We surveyed customers to understand how likely they would be to recommend our training programs and **75 per cent of participants in our internal and external training sessions said they were likely to recommend our training to coworkers.**

*Our work with thermal imaging provides a proactive value-added service to businesses, helping them identify any "hot spots" or thermal anomalies in their electrical and mechanical equipment.*

## SHARING OUR INSIGHTS

Our risk management bulletins, **Risk Insights™**, top off our superior service. These industry-specific bulletins – **203 in English and 174 in French** for our Northbridge and Federated customers – provide examples of best practices for risk management in a number of different industries, tailored to each type of business operation.

### Tools to help evaluate risk

Our Risk Services team offers a variety of workshops and tools that are geared toward helping our customers mitigate risks and preserve their bottom line. From tools that aid in identifying areas of concern in fleets to self-audit checklists that help to highlight potential risks, each offering has been designed to help our customers run a safer business.



Our approach also introduces our customers to the benefits of having regular thermal imaging at their businesses, as part of their regular maintenance plans.

**Risk Services team**

## CONNECTING THROUGH A BETTER CUSTOMER EXPERIENCE

We know that customers can find insurance difficult to understand. Policy-speak, industry jargon, and the entire purchase process can be frustrating and confusing. In turn, we've focused on streamlining the experience for our customers with a few innovative approaches that help us connect our service to their needs and demystify the process of buying insurance.

### **Educational online quoting for small businesses: Our answer to your insurance questions**

We know many small businesses don't know where to start with insurance, which prompted us to develop a more insightful approach to online quoting at TruShield Insurance. We've focused our digital experience on filling the knowledge gap for small business customers, from the moment they begin to research insurance to the moment they decide to buy. We don't want to just tell our customers what to buy - rather, we want to ensure they understand what kind of coverage they truly need. We monitor, test, and analyze the experience to continually improve and simplify the process of buying insurance.



TruShield Insurance made the claims process incredibly easy for me. I was impressed with the level of communication and support I received throughout the process, which made me feel confident and well-informed every step of the way. Your team was always available to answer any questions or concerns I had, and they provided clear and concise instructions for submitting my claim. Overall, I was extremely satisfied with the ease and efficiency of the claims process. Thank you for your excellent service and for being there for me when I needed it the most.

*TruShield Insurance construction customer*

## IMPROVING CUSTOMER EXPERIENCE

Whether it's after becoming a new customer, after a claim has been settled, after attending one of our Risk Services training sessions, or following a visit with one of our Risk Services consultants, we're invested in continuously understanding and refining our customers' experiences. We proactively ask for feedback with our *Northbridge Listens* program to better understand our customers' needs and expectations.

Through natural language processing (NLP), text analytics and sentiment analysis, and other forms of data analytics, the response from this program enables us to make improvements to deliver the experience our customers want and need. Here is what our customers told us in 2023\*:

- **89%** of our customers said they were likely or very likely to recommend us to a friend or colleague based on their claim experience.
- **84%** of our customers said we set clear expectations for their claims process, and **84%** of our customers said we made the process easier for them.
- **90%** of our customers said they were likely or very likely to recommend us to a friend or business colleague based on their Risk Services Consultant experience. **88%** of customers who had a visit with a Risk Services consultant said their consultant provided valuable insights, and **92%** said their consultant showed they had their best interest in mind.
- **96%** of our customers/brokers who attended a Risk Training session said they were likely or very likely to recommend us to a friend, colleague, or customer.
- **97%** of customers/brokers who attended a Risk Services training session said their trainer was knowledgeable and **92%** said their business operations would be safer as a result of the training.
- **97%** of our Federated new customers said they were likely or very likely to recommend Federated Insurance to a business colleague based on their recent buying experience through an agent.
- **92%** of our new customers said their buying experience with our Federated agents was easy and **95%** said they trusted their new Federated agents because they understand their business needs.

We truly listen to our customers' feedback. If a customer reports a negative experience, we are committed to doing everything we can to fix it through our service recovery process.

\*Based on respondents from Claim Experience, Risk Services Assessment, Risk Services Training (Broker/Customer), and Federated New Customers who indicated 9 or higher on a scale of 0-10 when asked how likely they would be to recommend us to a friend/colleague, or 8 and higher on a scale of 0-10 on other survey questions. Responses are from January 1 – December 31, 2023.



## PARTNERING WITH THE CANADIAN FEDERATION OF INDEPENDENT BUSINESS



*Our industry partners help us coordinate resources to provide the education,*

*training, and support our customers want, and Northbridge Insurance is proud to join with the Canadian Federation of Independent Business (CFIB) to do just that.*

*We know business owners wear many hats. Through CFIB, we provide access to support that will help them solve business problems quickly. This organization brings a wealth of resources to the table, and our exclusive partnership has allowed us to add savings, coverage, and extra support to the mix for a uniquely tailored small business package that sets us apart from the crowd.*

## REACHING OUT TO BUILD RELATIONSHIPS

Speaking directly with an insurance company is one way to go about gathering information, but it's not the only way to connect. We focus on nurturing solid relationships with our customers, our industry colleagues, and the online audience at large through relevant insights and educational tools on our websites, which are also shared through industry publications and events. We regularly review and update our online resources to help ensure all past, present, and future content is made more accessible for all visitors to our websites.

Trends change quickly, and we work hard to keep pace. We maintain a library of high-quality, timely, and relevant articles and whitepapers on emerging issues in our customers' industries. Aside from publishing insights on emerging industry trends and risks on our websites, we regularly contribute to industry magazines, such as *Truck News*, *Builders Digest Magazine*, and *Private Motor Carrier*.

We focus on using our underwriting, risk management, and claims expertise to share relevant insights. In addition to our regularly scheduled content, we stay close to our broker partners, supporting them in their efforts to help customers gain a clear picture of their insurance needs and potential safety solutions. Our professional development initiatives help us maintain an open dialogue with our brokers on industry trends and help us stay up to date on ways we can work together to inform our customers about emerging risks.

We're also proud to support a range of national and regional organizations that are involved with our customers' industries. Below is a small sample of some of the organizations we work with:

- Calgary Construction Association
- Canadian Construction Association
- Canadian Home Builders' Association
- Canadian Trucking Alliance
- Construction Association of Nova Scotia
- Corporation des Entrepreneurs Généraux du Québec
- Edmonton Construction Association
- North American Equipment Dealers Association
- Ontario General Contractors Association
- Ontario Tire Dealers Association
- Ontario Trucking Association
- Private Motor Truck Council of Canada
- Recreation Vehicle Dealers Association
- Toronto Construction Association
- Vancouver Regional Construction Association
- Western Canada Tire Dealers



**Team Volunteer Days:**

Members of Federated Insurance, Underwriting (Calgary) hard at work volunteering at Grow Calgary (story on pg. 28)

# OUR COMMUNITIES

We continue to connect with our communities, environment, and each other through our corporate social responsibility program.





Social responsibility is important to us, so we've created a program that helps us direct our energy to supporting, educating, and encouraging Canadian youth to reach their full potential.

Through **Northbridge Cares**, we collect and donate funds to a variety of social and environmental initiatives led by our six charitable partners. Our formula is simple: volunteer work, volunteer grants, donation-matching programs, and a major annual employee campaign combine to help us raise thousands of dollars for youth across the nation.

**In 2023:**

OVER  
**\$8.4** MILLION 

WAS **DONATED** TO OUR CHARITABLE PARTNERS, OUR CHARITABLE FOUNDATION, AND OTHER CANADIAN CHARITABLE ORGANIZATIONS.

WITH A LONG-STANDING HISTORY OF GIVING, **FAIRFAX** IS NOW DONATING 2% OF PRE-TAX PROFIT EACH YEAR TO CHARITIES ACROSS THE GLOBE - 1% THROUGH EACH OF THEIR INSURANCE COMPANIES AND 1% THROUGH THE FAIRFAX FOUNDATIONS FOR AN EVEN GREATER IMPACT ON COMMUNITIES.

OVER  
**\$263,000**

WAS MATCHED THROUGH OUR **BROKER** AND **CUSTOMER DONATION MATCHING PROGRAM**.

## OUR SOCIAL RESPONSIBILITY STATEMENT

We believe that, as a company, being successful also means supporting our people, our customers, and our communities.

We fulfill this belief by:

- Supporting the charitable endeavors of our employees, both in time and with financial support.
- Promoting environmental responsibility among our employees and continuously looking for ways to minimize the impact of our operations on the environment.
- Funding organizations that are committed to making a difference in the lives of Canadian youth.

## PUTTING GENEROSITY TO WORK

When people team up to do good, we can spread our support even farther. We know our employees and broker partners share in our passion for social support, so we've created a few innovative programs to help them give more back, more often.

### Inner Circle Donation-Matching Program



We have increased the impact of contributions from our Inner Circle partners by doubling our matching amount to a maximum of \$10,000 per brokerage. Last year we matched over \$226,000 in donations.

I sit on the board of directors of a small charitable foundation, La Fondation Noël au Printemps, which helps families of children suffering from different syndromes. As you know, every dollar is important and fundraising for causes is increasingly difficult. I decided with Vézina Assurances to get involved and raise money for this good cause. Northbridge was the first insurer to support us in our efforts by telling us about the matching donation program for its brokers. Double the amount raised for a good cause in just one click, it's easy, it's generous and it's especially magical for children.

- Stéphane Massie, President and CEO, Vézina Assurances Inc. -

### Employee Grants

We love when kindness continues after the workday wraps up. Through our Volunteer Grant program, we reward any employee who commits 40 hours of their spare time to a charitable initiative by donating \$500 to that organization.

### Employee Donation-Matching Program

Northbridge has committed to match two times the amount any employee donates to charities that fall within our donation guidelines, up to \$2,000 annually. For every \$1 donated by an employee, Northbridge will donate \$2.

We matched 178 donations from employees with over \$37,000 being donated through our employee donation matching program.

**Team Volunteer Days:**  
Northbridge employees volunteering  
at The Toronto Star Santa Claus Fund



## TEAM VOLUNTEER DAYS

Giving back to those in need is part of the Northbridge DNA. Team volunteer days are something we encourage employees to participate in. We offer a day off for both teams gathering to volunteer together, and for individuals from our offices across the country to serve their communities.

Here's a peek at how some of our employees demonstrated their support:

### Grow Calgary

Grow Calgary is a local, volunteer-run charity that grows and provides fresh produce to community pantries and food banks. The land they farm on is loaned to them by real estate developers. Fifteen of our team members spent the day clearing damaged foliage, pruning tomatoes, and harvesting spinach, cabbage, radish, and potatoes.

The experience was great. We got to do something good while getting to work together and team-build in a way that we hadn't ever before.

- Craig Paisley, Underwriting Manager (Mid-Market), Federated Insurance -

### Tree Canada, Good Shepherd School, Courtyce

In an effort to give back to the local community, our Claims department from the Toronto office volunteered with Tree Canada to help children at the Good Shepherd School plant trees along their fence line – giving them some much-needed shade and protection from strong winds.

The kids were so excited to work with us and look forward to watching the trees grow through the years.

- Lindsay-Anne Townsend, Claims Manager, Northbridge Insurance -



(Top to Bottom)  
Volunteering at Grow Calgary  
Federated Team at a food bank

## TEAM VOLUNTEER DAYS (CONTINUED)

### **Greater Vancouver Food Bank (GVFB)**

The Greater Vancouver Food Bank was set up to help provide temporary relief during the hunger crisis in 1982 and has grown significantly in the three decades since then. It helps over 27,500 people weekly. It receives, purchases, and distributes approximately 3.5 million pounds of food each year and volunteers are always in demand.

Our team volunteered with GVFB, and our tasks included sorting expired food, and cleaning and preparing bags of food for seniors.

**Team Volunteer Days:**  
Vancouver employees spending time at the Greater Vancouver Food Bank (GVFB)



## THE NORTHBRIDGE COMMUNITY IMPACT PROJECT – PICTURE A BETTER WORLD

Through our Community Impact Project, we are able to give back to the charities that hold a special place in our employees' hearts. In 2023, we wanted to give employees the chance to help their favourite local charity by winning \$5,000 for their cause. One lucky winner would also receive an additional \$25,000 for their charity of choice. Employees were asked to submit a photo and caption explaining why they support their charity. Employees were then asked to vote for their favourite submissions and 20 charities across the country received \$5,000 in donations. **The grand prize of \$25,000 was donated to the MS Society of Canada.**

In light of the holiday season and the great causes put forward, we were pleased to donate \$1,000 to entries beyond the 20 that were originally selected, which allowed us to support an additional 33 charities!



Multiple Sclerosis is a debilitating disease that affects the entire family. My husband was diagnosed just over 5 years ago at the age of 48 years old. He is unable to work, and his mobility has declined fast. We need more research to find a cure. As the winner of the \$25K grand prize, I feel so much joy that our company gives back in so many ways and allows employees opportunities to choose organizations that will make a difference.

*Federated Insurance employee*



All smiles from the employees taking part in Relay for Life, in support of the Women in Insurance Cancer Crusade (WICC)

## SUPPORTING THE FIGHT AGAINST CANCER

Northbridge is a long-time supporter and national sponsor of the [Women in Insurance Cancer Crusade \(WICC\)](#). Northbridge continues to participate in their annual **Relay for Life event**, raising funds for the Canadian Cancer Society.

Our Northbridge Navigators and Federated Fighters collectively **raised \$24,207**. One of our team members was recognized as the second highest online individual fundraiser for the entire event – **raising \$7,839**.



The Northbridge Navigators and Federated Fighters raised **more than \$24,000!**

## OUR NORTHBRIDGE CARES PROGRAM IN ACTION

Under our Northbridge Cares mission, our goal is to support the communities in which we live and work. One major way we achieve this nationally is by working with our core six charitable partners. Throughout the year, we also worked to support various community partners and projects.

### **Sunnybrook's Family Navigation Project expanding its service within and beyond the Greater Toronto Area**

Sunnybrook's Family Navigation Project (FNP) is the first and largest navigation program of its kind in Canada. The free phone and email service connects youth (aged 13 to 26) and their families living across the GTA to the appropriate mental health and/or addiction services. With strong connections between more than 1,100 treatment services, centres, and programs in Ontario, FNP tailors a navigation plan to each individual and family based on their needs, with a focus on youth-specific resources.

For the first time in its history, FNP will expand its proven model of navigation beyond the GTA. FNP is working closely with regional health-care partners, including Indigenous-focused community organizations, to implement the FNP service in Sudbury-Manitoulin.

FNP is also advancing a meaningful and respectful engagement of, and navigation for, equity-deserving communities across the GTA. By strengthening FNP's established partnerships and creating new ones with community organizations already working in underserved areas, the program will reach new clients with unmet needs, including those who are in racialized, LGBTQ2S+ low-income, and Indigenous communities.

Northbridge's key support will accelerate these ambitious FNP initiatives at a pivotal point of growth.

### **The Centre for Addiction and Mental Health (CAMH) is advancing research and innovation through a diversity, growth, equity, and sustainability (BRIDGES) initiative**

CAMH is Canada's largest mental health teaching hospital and one of the world's leading research centres. Located in Toronto, one of the most diverse cities in the world, CAMH has a powerful foundation of world-class talent and innovation in health science to build upon. CAMH is a global leader in mental health research and care across the life span, leading ground-breaking discoveries that are changing mental health care forever.

CAMH understands that people from marginalized and underrepresented groups, including those from the Black and Indigenous communities, face unique challenges and disparities when it comes to their mental health. Yet, research teams and research studies often do not represent the diversity of the populations they serve. As a result, the outcomes from research studies, especially those focused on mental health, can be misaligned with the very people they are intended to support.

Northbridge's support will empower the development of BRIDGES (Building Research and Innovation through Diversity, Growth, Equity and Sustainability) at CAMH. This new initiative will significantly expand CAMH's efforts to support Black and Indigenous researchers, as well as researchers from other marginalized groups. CAMH will host a trainee competition focused on researchers from underrepresented groups to provide postdoctoral fellowships, graduate scholarships, and undergraduate scholarships. These early career researchers will bring new perspectives to the CAMH research community, enriching the quality and impact of their work locally, nationally, and globally, and shaping mental health research, care, and outcomes for generations to come.

Together with Northbridge, CAMH will prioritize health equity and eliminate disparities in mental health research. This is a key part of transforming care and outcomes for people living with mental illness to ensure no one is left behind.



## OUR NORTHBRIDGE CARES PROGRAM IN ACTION (CONTINUED)

### Covenant House helps youth ignite their potential and reclaim their lives

As Canada's largest agency serving youth who are homeless, trafficked, or at risk, Covenant House offers a wide range of services to hundreds of young people every day. Services include a 24/7 crisis shelter, transitional housing options on-site and in the community, health and well-being support, training and skill development, and ongoing care once youth move into the community.

The challenges faced by youth experiencing homelessness and trafficking are more complex than ever. The aftermath of the pandemic, continued inflation, a chronic lack of affordable housing, and the opioid crisis are affecting too many people. Youth are especially vulnerable to these compounding issues. Last year, Covenant House saw 30 per cent more young people turning to them for help. Without other options, youth are staying at Covenant House longer and facing greater health and addiction challenges than ever seen before.

As a leader in the sector, Covenant House is committed to playing a greater role in reducing the number of youths experiencing homelessness and sex trafficking. Covenant House advocates for change and collaborates with partners to find better ways to ensure young people remain stably housed and have opportunities to thrive.

The support of donors is essential in ensuring youth benefit from the life-changing programs, services, and care they need to move to their brighter future. Support from Northbridge helps create lasting change that will empower youth to pursue a life of wellness and opportunity.

No matter where they have come from or what brings them to Covenant House's door, the young people in their care are respected and loved unconditionally. Covenant House offers a range of services to help them move forward and regain their feeling of power.

### This funding provides benefits across key services:

#### Housing and after-care

Covenant House's housing and after-care services include a crisis shelter, drop-in centre, transitional housing program, and specialized housing options.

#### Health and well-being

Covenant House provides holistic opportunities for healing through programs that focus on body, mind, heart, and spirit. Improving health and well-being is key for the young people who come through Covenant House's doors.

#### Education and employment

From school to job training, to life skills workshops, Covenant House helps young people access the knowledge and skills needed to thrive on their own.

#### Awareness, prevention, and early intervention

Covenant House's prevention and early intervention initiatives protect youth in their community. They provide education and training, all while supporting youth in connecting with their families or social networks.

## OUR NORTHBRIDGE CARES PROGRAM IN ACTION (CONTINUED)

### Food Banks Canada provides national leadership to relieve hunger today and prevent hunger tomorrow

In collaboration with the food bank network from coast-to-coast-to-coast, for 40 years Food Banks Canada has been dedicated to helping Canadians living with food insecurity. Over 4,750 food banks and community organizations come together to serve the most vulnerable neighbours, who in March 2023 made nearly two million visits to these organizations, according to Food Banks Canada's 2023 HungerCount Report. Over the past 10 years, as a system, they have sourced and shared over 1.4 billion pounds of food and Food Banks Canada shared nearly \$168 million in funding to help maximize collective impact and strengthen local capacity – while advocating for reducing the need for food banks. Its vision is clear: Create a Canada where no one goes hungry.

Northbridge's support has played a pivotal role in Food Banks Canada's mission to alleviate hunger and make a positive impact on communities across the country.

### Through its partnership with Northbridge, Food Banks Canada has achieved significant milestones, including:

- Distributing grants that empowered over 100 food banks to acquire essential equipment, such as fridges, freezers, and trucks, enhancing their capacity to accept, store, and deliver perishable food
- Distributing over 22 million pounds of food to those in need
- Packing and delivering 185,000 child-friendly, nutritious packs through the After the Bell program, providing crucial support to children and their caregivers during the summer, among other impactful initiatives



# Give together

## DOUBLING UP FOR TRIPLE THE IMPACT!

Each year, Northbridge employees coordinate their efforts to raise money and awareness for our core six charitable partners. In 2022, we expanded our support to include 10 charities. This year, we double matched employee contributions for triple the impact!

The additional charities each provide the opportunity to contribute towards an important area of need. They include the Black Youth Helpline, the Gord Downie and Chanie Wenjack Fund, Food Banks Canada, and the Canadian Centre for Gender and Sexual Diversity (CCGSD). Employees across Canada came together to raise funds by donating online or through payroll, and participating in events like Bingo, Trivia, Guess That Baby, and Double Jeopardy.

In the end, our 2023 Give Together campaign accomplished the following:



A TOTAL OF

**\$ 542,777**

WAS RAISED FOR OUR CHARITABLE PARTNERS AFTER WE **DOUBLE MATCHED** EMPLOYEES' GENEROUS DONATIONS OF

**\$180,926!**





## WHO ARE OUR CHARITABLE PARTNERS?

We know great things come from great partnerships with great people. Northbridge has joined with six remarkable charitable organizations that share our passion to help Canadian youth thrive in their communities.

**jack.org**

**ThriveYouth**  
Development Canada

**Pathways**  
to Education

 **TreeCanada**

**SickKids**<sup>®</sup>

 **United Way**

# jack.org

There is a mental health crisis in Canada. More than 1.2 million young people in Canada experience emotional, behavioral, and psychosocial problems serious enough to disrupt function and development, but less than 20 per cent will receive appropriate treatment. There has never been a more critical time to support young people, as they face an increasingly complex world and live with unprecedented mental health challenges.

Jack.org has been at the forefront of youth mental health in Canada for over a decade. Since their inception, they have reached hundreds of thousands of people aged 13-24 in every corner of the country by providing accessible peer-based education, raising mental health literacy, reducing stigma, and supporting young people struggling with their mental health. Jack.org works alongside young people to foster communities and systems that address their unique mental health needs. Their vision is for a world where young people enjoy mental wellness, and distress becomes a thing of the past.

**Jack Talks** are a series of mental health presentations delivered by young people to young people. Through this program, trained and certified youth speakers use the power of personal stories to safely educate their peers about how to look out for themselves and one another, increase their mental health literacy, and build awareness about support resources available in their communities. Jack.org offers a Jack Talk that provides basic mental health information, a customizable Jack Talk, and a Jack Talk for Indigenous youth, delivered by Indigenous facilitators, which was designed alongside Indigenous youth and community leaders.

**Jack Chapters** are youth-led groups at high schools, colleges, universities, and community settings. Chapter leaders are supported by Jack.org staff as they work to break down barriers to positive mental health and make concrete change in their communities. Jack Chapters reflect on their community needs and design initiatives focused on prevention, promotion, and destigmatization. These initiatives have the potential to shift how people think about, talk about, and care for their mental health.

The **Be There** program consists of a cutting-edge online resource, a workshop series, and the Be There Certificate (BTC). Structured around five Golden Rules, Be There uses award-winning digital resources to help young people learn to recognize when a peer is struggling, engage safely in tough conversations, and maintain their own mental health while supporting others.

## Canada's Ride for Youth Mental Health

Northbridge employees supported Jack.org by participating in the signature fundraising event, Jack Ride, *Canada's Ride for Youth Mental Health*. In 2023, Northbridge's team of **20 riders raised over \$11,000** at Jack Ride.



Northbridge employees taking part at Jack Ride

# Pathways to Education

Pathways to Education is a national, charitable organization breaking the cycle of poverty through education. Its award-winning program creates positive social change by supporting more than 7,000 youth living in low-income communities across Canada.

Northbridge's support of Pathways helps create profound, long-term change for young people through support of critical initiatives.

## Supporting delivery of the core Pathways Program

The innovative Pathways Program is proven to promote positive youth development by meeting the needs of young people during the critical years of high school. Northbridge's support of core programming ensures students in the Pathways Program continue to receive access to four main areas of support:

- **Academic:** Supports such as tutoring, homework help, digital literacy development, and language skills help students stay on track with their schoolwork.
- **Financial:** Students are eligible to receive targeted financial supports, such as transit fare and lunch vouchers, as well as a scholarship for post-secondary education or training.
- **Social:** Through mentoring and other social activities, students are equipped with the skills and competencies required to help them succeed beyond high school.
- **One-on-one:** Staff and volunteers work with students to map out a tailored support plan focused on helping them achieve their personal, academic, and professional goals.

These supports equip Pathways youth to navigate the transition to post-secondary education, training, or the workplace, and help them build the foundation for long-term success.

## Growth through innovation

Pathways is committed to evolving as an organization by leveraging emerging business practices, new technologies, and strategic partnerships to ensure it is well-positioned to reach more youth across the country. As a founding supporter of their innovation efforts, Northbridge's investment in Pathways has enabled them to reach more youth across the country—including in rural and remote communities, reduce the length of time it takes to open a new program location, and strengthen supports to students transitioning to post-secondary education through targeted programming.

Northbridge's support has also helped accelerate the development of a new, enhanced digital platform that will support the evolution of the Pathways Program. Upon completion, this platform will facilitate the delivery of hybrid programming, increase operational efficiencies by streamlining workloads for staff, and create new ways to engage with youth and communities.

## Increased alumni support

While over 21,000 students have graduated from the Pathways Program across Canada since 2004, their journey with Pathways doesn't end with high school graduation. Northbridge supports the ongoing success of program alumni through meaningful internship opportunities designed to assist with their personal and professional growth. Together with Northbridge, Pathways supports the next generation of leaders by breaking down barriers to education—**because a better future for Canada starts with high school graduation.**



The Hospital for Sick Children (SickKids) is Canada's most research-intensive hospital and the largest centre dedicated to children's healthcare.

**Here's a look at some of the initiatives that Northbridge supports.**

#### **Targeting highest priority needs**

Northbridge helps SickKids fund the highest priority needs in clinical care, child health research, essential equipment, and major upgrades to facilities, including the new Patient Support Centre, which opened its doors in September 2023.

#### **Decoding autism to individualize therapies**

The Northbridge Chair in Paediatric Research, held by Chief of Research Dr. Stephen Scherer, is positioning SickKids to turn autism discoveries into smarter treatments of the future.

#### **More targeted, data-driven & predictive Inflammatory Bowel Disease (IBD) care**

The Northbridge Chair in IBD is Dr. Eric Benchimol, whose research investigates the rising rate of IBD in Canada, including environmental risk factors and how the healthcare system can better treat people with this condition. He is also training the next generation of paediatric gastroenterologists, who are supporting patients through clinical work as well as researching to find causes and treatments for people with IBD.

#### **Setting new investigators on the path to success**

As the first major donor of the New Investigator Research Grant program, Northbridge helps to support Canada's early-career health researchers, providing a launchpad for future leaders. In the 2023 competition, six researchers from health institutions across Canada each received a multi-year grant. This year's cohort is advancing child healthcare in the following ways: applying computational biology and bioinformatics to predict and prevent complications of pregnancy; studying how to improve physical activity participation in childhood; using technology to help

kids with cerebral palsy move more easily; deploying artificial intelligence to better understand neurodevelopment and language disorders; developing disease models to find more effective immune responses to treat atopic dermatitis, a common skin condition; and innovating genome editing to treat the French-Canadian variant of a rare disease called Leigh syndrome. These talented researchers are pioneering paths to deliver precise healthcare, individualized to the needs of every child.

#### **Cancer research leads to cancer cures**

Northbridge helps fund innovative cancer research at SickKids, most recently supporting Jiil (Brian) Chung, who is working to uncover novel therapies to better treat patients with a specific, inherited predisposition to cancer called replication repair deficiency, or RRD.

#### **Northbridge golf tournament in support of SickKids**

In July 2023, Northbridge hosted the 6th Annual Northbridge Golf Tournament in support of SickKids. The event raised \$45,000 with an additional donation of \$10,000 from Northbridge.

Funds raised will help build a new state-of-the-art SickKids, turn today's research discoveries into tomorrow's cures, and help spread SickKids' expertise beyond the walls of the hospital, improving the health of children here at home, and around the world.



Thrive Youth provides leadership development programs that empower children and youth in underserved communities. Working with young people who often struggle with traditional learning spaces or face barriers in their lives, Thrive Youth's programs use the power of creative experiential learning to help participants develop the confidence, self-efficacy, and skills they need to create positive changes in their own lives and in their communities. Thrive participants return to class more engaged, more willing to challenge themselves and take positive risks, and more likely to further their educational journey. The organization's success is rooted in intensive programs with high staff-to-participant ratios that allow for the formation of deep bonds of trust and long-term participation.

With the support of Northbridge, Thrive Youth has grown to offer programs for young people aged nine to 18 that are grounded in a Theory of Change Model. These programs provide an intentional pathway to build confidence within oneself, among peers, and in the broader community. With this support, Thrive Youth reaches over 2,200 children and youth in priority communities across three provinces annually.

**Here's a look at some of the work that Northbridge supports:**

### **Creativity Kits**

Thrive Creativity Kits support the socio-emotional wellness of young people by giving them opportunities for reflection, creative expression, and self-care. Curated by experts, these kits include 10 weeks of activities, along with stationery and art supplies and are delivered by Thrive and partner organizations to shelters, food banks, remote Indigenous communities, and other front-line service delivery organizations. In 2023, Thrive delivered close to 300 Creativity Kits across three provinces.

### **Learn Create Explore**

Learn Create Explore has in-school and out-of-school streams designed to support children in grades four to eight. The out-of-school stream is Thrive's longest running program with a 27-year history of bringing together children from 10 schools for one day a week for 10 weeks. This approach gives participants the opportunity to leave

behind labels often given to them at school or home, build connections with a new peer group, and gain confidence by trying new activities in new spaces. The in-school stream serves full classrooms, offering a condensed version of the program that brings creative experiential learning to schools in under-resourced areas.

### **Build to Change (BTC)**

Developed in 2022, BTC is a free after-school program for youth aged 12 to 15 that runs for 10 sessions. Youth participate in a variety of arts and skill-building workshops that create space for learners to feel confident, capable, and connected while exploring a unique balance between project management skill-building workshops and a variety of art forms. In 2023, the program was piloted in Vancouver, British Columbia, which saw high success and heavy demand, followed by a pilot in Scarborough, Ontario.

### **Youth Lead Impact**

This 10-session program combines elements of a skills lab with an innovation incubator, providing a platform for youth aged 14-18 to develop their project planning, conflict resolution, communication, digital literacy, organizational, and collaboration skills. Participants choose a social issue they are passionate about, as well as an art form that interests them, to create a community intervention through project-based learning and guidance from dedicated staff, experienced artists, and community change-makers.

### **First Roots Wellness**

First Roots Wellness is delivered in collaboration with remote Indigenous communities. The program combines the underlying structure of Thrive's programming with cultural traditions and knowledge from community elders to explore personal stories and heritage, foster inclusion, and improve physical and mental health. In 2023, Thrive delivered programming to 70 students in Attawapiskat First Nation and Webequie First Nation.





Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments, in every province across the country. Tree Canada helps grow Canada's tree canopy through its programs, research, and engagement efforts, and by offering grants to communities and schools.

Through ongoing support from Northbridge, Tree Canada made a significant impact in 2023.

**Here's a look at some of the projects Northbridge supported:**

**Operation ReLeaf**

From floods and forest fires to pests and tornadoes, Tree Canada's *Operation ReLeaf* program has helped communities recover for over two decades. In response to Hurricane Fiona, and in partnership with the City of Charlottetown, Prince Edward Island, over 75 trees were planted on homeowner properties, with priority given to low income and/or low canopy cover areas.

**Community Tree Grants**

These grants provide support to community greening, innovation, and stewardship initiatives. Each year, several grants are given to schools, community groups, Indigenous communities, and municipalities across Canada. With support from Northbridge, 11 Community Tree Grants were awarded to applicants across the country.

**440 Parkside Collective, Toronto, Ontario**

This collective facilitates an Indigenous-led land restoration project in High Park, Toronto and cares for a 10,000 square-foot space, planting and harvesting traditional medicines and sharing these medicines with the community. The collective demonstrates ways of effectively and respectfully "managing" plants that are categorized as invasive to the local ecosystem by harvesting and re-planting native species. Through a Community Tree Grant, the 440 Parkside Collective planted 734 trees in 2023.

**Good Shepherd Catholic Elementary, Greater Toronto Area, Ontario**

Together with Northbridge volunteers, 60 cedar trees were planted to create a windbreak and two large maple trees were planted to help provide shade in Good Shepherd Catholic Elementary's schoolyard, which was very open. The entire school participated in this initiative, with classes rotating throughout the day to help dig holes, plant trees, lay mulch, and water the trees. Classes continue to water the trees daily and students are eager to watch the trees grow.



**United Way**

United Way's main mission is to **end local poverty** by supporting the people impacted by it, and the neighbourhoods they live in. **Poverty is a very complex issue that requires a multi-prong approach with multi-prong solutions** – whether it's food security, housing and homelessness, mental health, inclusive employment, gender equity, newcomers, or refugees' settlement.

Northbridge has been a long-time supporter of United Way across the country. Donations from Northbridge and their employees help fund programs and services that provide lifesaving, life-changing, and life-enhancing support for millions of children, youth, adults, and seniors every year.

Northbridge also partners with United Way to reduce the barriers that youth face today, especially the growing crisis of **youth homelessness**. At least 35,000-40,000 young people (ages 13-24) across Canada experience homelessness at any given point in time, 40 per cent of whom first experienced homelessness before age 16. Youth homelessness can fluctuate (couch surfing, going back and forth from the family home, living at other places, etc.) and is linked to a combination of factors (family estrangement, lack of independent living experience, under-education, etc.). Young LGBTQ2S+ people and those in the youth protection system are over-represented in this population.

The biggest driver of youth homelessness is breakdown of the family. It's often about abuse and neglect, not rebellion. Youth homelessness is also system-driven, with many young people ending up on the streets because of poverty and mental health issues, as well as prison and hospital systems not having adequate discharge plans.

The issue of homelessness is complex and requires action on several fronts: for those at risk before the street becomes the only way out, for those who are on the street right now, and for people coming off the street.

United Way takes a multi-pronged approach to this rising challenge – from connecting youth to housing, social supports, and life skills workshops, to collaborating with local organizations, corporate Canada, and all levels of government on youth homelessness prevention and a housing stabilization strategy.



## OUR **ENVIRONMENTAL** **APPROACH**

Our two environmental goals are to promote environmental responsibility in the workplace and to minimize the environmental impact of our operations.



## OUR NEW ENVIRONMENTAL WORKING GROUP HELPS NORTHBRIDGE GO “GREENER”

In May 2023, Northbridge kicked off a new employee Environmental Working Group with the goal of creating sustainable processes and practices to help Northbridge go greener! Made up of over 40 employees across offices and departments, the group identified big and small ways to be more environmentally conscious at work, at home, and in employee communities.

The group examined waste disposal (garbage, recycling, and composting) practices, and found ways to reduce waste while maximizing recycling opportunities in each office. The working group also compiled quarterly tip sheets for employees to help create more sustainable communities.

## REDUCING OUR WORKDAY WASTE

How we behave in our offices has a direct impact on our carbon footprint. That's why we're always looking to evolve our processes in innovative, earth-friendly ways.

Northbridge offers an environmental upgrade extension under their core property wording that allows a customer to rebuild using 'green certified' products (products, materials or modes of construction that are Energy Star or Canada Green Building Council/LEED Canada rated or accredited). These costs would normally be outside the definition of replacement cost and not covered. We also like to keep paper waste low, and we've adopted a few methods to help with this. First, we encourage our Transportation and Logistics brokers and customers to use our **Certificate of Insurance on Demand tool** to produce electronic certificates of insurance instead of printing them out. We also use eDocs to deliver policy documentation to brokers through their broker management systems.

## PARTNERING WITH THE NATURE FORCE

We have joined The Nature Force, a project led by Ducks Unlimited in partnership with other leading P&C insurers, which aims to use natural infrastructure, such as wetlands, to restore and protect high-risk areas from flooding. Nature-based solutions involve actively restoring and managing natural resources for positive outcomes including climate resilience, biodiversity, and water quality.

**Northbridge Work Event:**  
Employees enjoying some free popsicles  
at work.



## OUR WORKPLACE

Our employee-first, team-based approach,  
and desire to make a difference bring the  
Northbridge culture to life.

## DEFINING OUR PEOPLE-FIRST CULTURE

Our people-first culture prioritizes the well-being, development, and satisfaction of everyone at Northbridge. It goes beyond a focus on tasks and outputs, placing a strong emphasis on the holistic well-being of every employee. That's why we actively invest in creating an inclusive and supportive work environment where employees feel valued and heard.

We feel this approach recognizes the uniqueness of everyone within our organization, understanding that personal and professional aspects of life are interconnected. We achieve this by providing resources and opportunities for personal and professional development, offering a competitive total rewards package, and creating flexibility to accommodate diverse needs.

Above all, work-life balance is integral to our people-first culture. We've developed targeted programs and initiatives that allow employees to maintain a healthy equilibrium between their professional responsibility and personal lives. We understand the importance of doing well at work, but never at the expense of our well-being and families.

By prioritizing the human aspect of work, we've created an award-winning workplace where employees can thrive – both personally and professionally.



**(Top to Bottom)**  
Give Together - Edmonton  
Cultural Food Day - Toronto  
Summer Social - Toronto



## FOCUSING ON OUR WELL-BEING

Our employees' well-being is a key priority, and we have a well-being program that aims to help them be their best selves every day at home and at work.

**Our initiatives address four aspects of well-being: mental, physical, financial, and social – and in 2023 some of our key programs included:**

- Launching mental health training for all employees to understand the impact of mental illness, recognize signs and symptoms, reduce stigma, and learn about resources available to support them.
- Implementing enhancements to our benefits plan including increased mental health coverage, increased fertility coverage, and gender affirmation coverage.
- Launching targeted well-being training sessions for specific roles to equip employees with tools to better support them while navigating the unique circumstances of their role.
- Engaging employees on topics including women's health, financial literacy, mental health support navigation, ergonomics, and nutrition. Additionally, running heart health clinics, a flu shot clinic, and a Pride month step challenge.
- Hosting a number of social events for employees to connect with their colleagues and have fun!

**(Top to Bottom)**

Career Fair - Toronto  
Cultural Food Day - Toronto

## A FLEXIBLE WORK ENVIRONMENT

Creating a people-first employee experience includes offering flexible work options to improve the work-life balance of our people. Through our Hybrid Work-From-Home program, employees can choose to work from home 50 per cent of the time. The program also offers additional work-from-home days for all staff and even provides the option to work remotely while travelling for up to a month. As part of our Own Your Week Program, many employees can opt to work varying hours each day to help them balance personal and work commitments.

Our Work From Home program, in addition to summer hours and early long weekend closures, is a key pillar of our culture. Combined with our time away programs – including “me” days, well-being days, and our vacation purchase program – we feel that it helps to ensure work-life balance is a reality for our employees.

## A GREAT PLACE TO WORK

We've been working hard to make sure our employees love working at Northbridge and that they have everything they need to do their jobs well. That hard work has paid off: **Northbridge was named a Top Insurance Employer by Insurance Business Canada Magazine for the fifth consecutive year in 2023!**

This means employees gave us an overall satisfaction rating of 80 per cent or higher on topics including benefits, compensation, culture, employee development, and commitment to diversity and inclusion.

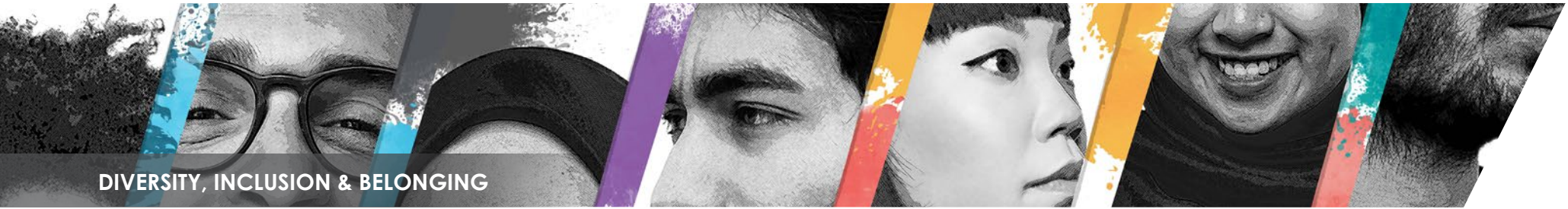
### Happy employees = happy customers

Insurance Business Canada's recognition of our hard work continues. This year, they've ranked Northbridge Insurance as a Five-Star Cyber Carrier and a Five-Star Carrier in Construction Insurance. **Louise Dion**, Underwriting Manager, was named a 5-Star Underwriter. **Mark Hoyte**, Underwriting Specialist, **Natalie Magaletta**, Underwriter, and **Cristina Sorescu**, Senior Underwriter, were also named 2023 Underwriters of the Year by Canadian Broker Network. We were also proud to be named a finalist for their P&C Insurer of the Year and Excellence in Customer Experience awards.



(Top to Bottom)  
Halloween Contest - Toronto  
Happy Hour - Toronto





## DIVERSITY, INCLUSION & BELONGING

*As a people-first company, we're committed to living by our values of inclusion and belonging by ensuring our workplace is one in which historically marginalized groups feel represented, included, and valued. In 2023 some of our key initiatives included:*

- Launching unconscious bias training for all employees to understand different types of biases and their impacts, while learning strategies to mitigate the impact of bias in the workplace.
- Launching two Employee Resource Groups (employee identity or experience-based groups), one for neurodiverse people and one for people who are part of the LGBTQ2S+ community, to help foster inclusion and belonging for employees.
- Collecting employee demographic information to understand representation and inform program development. Our annual DI&B survey gathered data to track sentiments about the DI&B experience at Northbridge.
- Engaging employees in educational and celebratory events including Black history month, Women's history month, Pride month, Disability employment awareness month, Asian history month, and National Day for Truth and Reconciliation.
- As part of Fairfax's Black North pledge, the Black Initiative Action Committee (BIAC) was launched in 2020 in an effort to address anti-Black racism. The BIAC is comprised of seven Fairfax companies that work together to drive progress on the following pillars: foundational, expanding the talent pool, mentoring and coaching, community alliances and partnerships, education, and promotion and enrichment.
- Continued focus on a holistic and integrated approach to embedding Diversity, Inclusion and Belonging into our People & Culture practices.



## DIVERSITY, INCLUSION & BELONGING (CONTINUED)

**Targeted partnerships:** Through our Northbridge Cares program, we demonstrate our commitment to the communities we live and work in.

In addition to our six national partners and the DI&B programs we support, we continued supporting initiatives that specifically target marginalized communities and youth to help them overcome systemic barriers.

THE CANADIAN CENTRE FOR  
**GENDER + SEXUAL  
DIVERSITY**



**The Canadian Centre for Gender and Sexual Diversity (CCGSD)** is a national youth-focused organization that empowers gender and sexually diverse communities through education, research, and advocacy. The CCGSD strives for a world where people can shape the decisions that impact their lives, enjoy freedoms, and live free of violence and discrimination. Our support will fund the Intersectionality and Diversity (I&D) Program, which provides workshops to students across Canada and engages in interactive activities that allow students to dig deeper into their understanding of identities and the intersections between them.



**The Gord Downie & Chanie Wenjack Fund's Legacy Schools program** provides free educational tools and resources to schools and clubs throughout Canada to help educate youth and leaders, and provide ways for them to move reconciliation forward between Indigenous and non-Indigenous peoples. Northbridge's financial contribution to the program helped ensure more than 6,500 educators and 5,300 schools had access to the program.



**The Black Youth Helpline (BYH)** is dedicated to supporting Canada's most **vulnerable**/underrepresented youth in communities across Canada. BYH works to support them on pathways to success by serving as a **bridge to high quality services including professional mental health support**. Given that youth mental health is more fragile now than ever, our support funds one of their core programs that focuses on enhancing access to **professional** mental health and illness care.

*While we've continued to progress in our diversity, inclusion, and belonging work at Northbridge, we recognize that the DI&B landscape is ever evolving, and the journey is ongoing. We continue to move forward, embracing opportunities to learn from each other and grow together.*



## DID YOU KNOW?

### **Our Leadership Essentials Program**

*Leadership skills are vital for a strong workforce, and we've developed a program to help our high-performing employees foster the confidence and influence that will help propel them in their career.*

*Our annual **8-month program** is an opportunity for up to **24 employees** to develop their leadership skills through activities like presenting case studies, engaging in group work, networking, and learning from guest speakers. Employees who show a strong commitment to Northbridge culture and look out for new ways to improve the business are excellent candidates for the program.*

## PERSONAL AND CAREER DEVELOPMENT

We're committed to supporting our employees' personal and professional development to help them achieve even greater success in the future. Northbridge encourages our employees at every level to focus on their professional development, providing a variety of programs that help build technical and soft skills.

**Here's how we're doing it:**

### **Education Assistance Program**

Northbridge succeeds when our people succeed. By encouraging them to remain current in their professional areas of expertise, they develop skills and knowledge that will help them reach their career goals. Our education assistance program supports the realization of these goals by covering the cost of textbooks and course fees and offering incentive bonuses to employees who earn a professional designation. We also provide employees with a day off to write their exam.

### **Leadership Development Programs**

We offer our leaders programs to support their development in many different areas. They can take part in everything from one-day programs to one-hour sessions to help them build and refine their leadership skills. New leader bootcamp sets our leaders up for success by providing in-class and virtual sessions on what it means to be a leader at Northbridge and the key skills they need as they step into a leadership role.

### **Employee Development Programs**

Employees at every level have the opportunity to be mentored to develop their skills and capabilities in their current role or to support them in growing towards their next role.

We have also partnered with LinkedIn Learning to bring accessible, high-quality, and personal learning courses to our employees, who are encouraged to take time for learning and development to help build their skills and confidence.

### **New Graduate Program**

Combining classroom learning and on-the-job training, this program provides recent insurance graduates targeted training in their area of specialization (Underwriting or Claims), so they can become a contributing member of the team in just a few months.

## PERSONALIZED EMPLOYEE PROGRAMS AND SERVICES

### A competitive Total Rewards package

In addition to a competitive base salary that is reviewed against market data twice a year, we offer employees a comprehensive Total Rewards package designed to meet their unique needs.

### Our Flexible Group Benefits Plan

Our Flexible Group Benefits Plan offers comprehensive medical and dental coverage that can be tailored to meet the unique needs of our employees' families. It also includes long-term disability, accidental death & dismemberment, critical illness, and life insurance.

### Our Retirement Savings Plan

We automatically make contributions to a Defined Contribution Pension Plan to help employees meet their retirement goals. Employees also have the opportunity to contribute to an Optional Group RRSP and Spousal RRSP.

### Our Employee Share Purchase Plan

Our Employee Share Purchase Plan provides employees with the opportunity to invest in the long-term performance of Fairfax through the purchase of Fairfax stocks. When employees participate, they receive an additional 30 per cent of the amount they invest each year, and when Northbridge Financial achieves its financial targets, the company contributes an additional 20 per cent.

### Our Recognition Program

Our Recognition Program provides a meaningful way to appreciate both the great work being done and celebrate the happy moments of our professional and personal lives. As we work, employees and leaders have the ability to award each other with monetary (points) and non-monetary (e-thanks) forms of recognition. The special moments in life, including weddings and new children, are celebrated by providing employees with monetary recognition specific to each event.

### Our Employee & Family Assistance Plan

Should one of our employees or a member of their immediate family need a little extra help, our Employee & Family Assistance Plan (EFAP) is available to connect them to a network of dedicated counseling professionals who are available to provide assistance 24 hours a day.

### Our Staff Insurance Program

We offer our employees a discount on home and automobile insurance.

### Our competitive time off policy

Northbridge offers a competitive time off policy with flexibility for employees. Apart from vacation days, we offer Me Days that can be used for any event of significance for them. We also offer Well-Being Days that can be used to support physical, mental, financial, or social well-being. Our New Family Member Leave program provides all parents an opportunity to get extra paid time off and our Sabbatical Program gives employees a chance to take extended leave to rest, recharge, travel, or study.

## EMPLOYEE BREAKDOWN

 **1,804** TOTAL EMPLOYEES

1,787 Permanent full-time | 17 Permanent part-time

### British Columbia

 **171** Employees

170 Permanent full-time  
1 Permanent part-time



### Alberta

 **156** Employees

155 Permanent full-time  
1 Permanent part-time

### Saskatchewan

 **3** Employees

3 Permanent full-time  
– Permanent part-time

### Manitoba

 **92** Employees

90 Permanent full-time  
2 Permanent part-time

### Ontario

 **1,056** Employees

1,046 Permanent full-time  
10 Permanent part-time

### Quebec

 **276** Employees

273 Permanent full-time  
3 Permanent part-time

### Newfoundland

 **2** Employees

2 Permanent full-time  
– Permanent part-time

### Nova Scotia

 **47** Employees

47 Permanent full-time  
– Permanent part-time

### New Brunswick

 **1** Employee

1 Permanent full-time  
– Permanent part-time

## OUR ECONOMIC CONTRIBUTION

As one of the largest commercial lines insurers in Canada, we're proud of the contribution we make to the Canadian economy, first and foremost through our claims service excellence that helps our customers get back to business as soon as possible. In 2023, Northbridge Financial Corporation and its subsidiaries contributed these provincial and federal taxes:

TAXES PAID (in thousands)	INCOME TAXES*	PREMIUM AND FIRE TAXES	GST/HST/QST/PST**	2023 TOTAL TAXES	2022 TOTAL TAXES
NFLD	1,449	2,860	165	4,474	3,743
PEI	261	496	30	787	578
NS	1,764	3,176	186	5,126	4,392
NB	1,853	3,018	268	5,139	4,197
QC	13,505	21,118	2,027	36,650	29,812
ON	25,152	39,695	2,220	67,067	59,815
MB	1,785	2,080	54	3,919	3,037
SK	1,222	2,399	1	3,622	2,947
AB	8,935	22,949	-	31,884	25,878
BC	7,470	17,777	25	25,272	19,802
YK	121	219	-	340	289
NWT	122	206	-	328	280
NT	41	118	-	159	95
Total Provincial	63,680	116,111	4,977	184,768	154,865
Total Federal***	105,399	N/A	7,225	112,624	95,737
<b>Total</b>	<b>169,079</b>	<b>116,111</b>	<b>12,202</b>	<b>297,392</b>	<b>250,603</b>

\*Income tax numbers are estimated | \*\*Does not include sales taxes in Claims costs | \*\*\*Includes Part V1.1 Tax of of \$23,760K



OUR  
**OFFICES**

We have offices in regions across  
Canada to help us serve our customers.



# Northbridge

a FAIRFAX company



## TORONTO

Northbridge Place  
105 Adelaide St. West, Suite 700  
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# Northbridge

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